



SUCCESS STORY

Nis Dairy Launches “Robi” Milk for Kids

The Robi Milk product, from Nis Dairy, is aimed at school children, to get them to drink more milk.



Photo: Nis Dairy “Robi” web site

The Robi Milk product was launched with an extensive national marketing campaign which also included a dedicated web site for the new product. Packages of the milk use the “Robi” characters, and are also sold with a CD containing educational computer games for children.

The USAID Agribusiness Project provided partial support to Nis Dairy to help them develop this promotional campaign. The campaign has been very successful, and it has given Robi Milk a good start in the market.

Nis Dairy, a former state-owned dairy plant which was established in 1957 with UNICEF assistance, suffered from a failed privatization effort in the late 1990s. During the state ownership period it was well positioned regionally and nationally, but after the privatization it went into decline and lost market share, and its products were only randomly present on the marketplace in southern Serbia. Nis Dairy changed its ownership structure in 2007, and the new owners implemented a new development strategy for the company to regain their market position. Since then, the dairy has regained market share, and has become a well known and respected dairy company in central Serbia.

The development of the “Robi” brand of UHT, vitamin enriched, milk aimed at school children, has been a vital element of the Nis Dairy strategy to re-establish its presence on the national market, and to expand its market share. The “Robi” milk product itself is a unique effort, differentiating the Nis Dairy from competitors and giving it exposure to new buyers.

The USAID Agribusiness Project assisted Nis Dairy in their efforts to develop the marketing campaign for this new product. Via the Project’s marketing grant program, Nis received a small grant providing partial support for the cost of developing this program. The Project also supported the dairy to select a professional agency, and to develop the marketing strategy and visual identity for the new product. By late autumn 2009, Nis Dairy had released the new “Robi” product, being promoted by a stylish robot cow which was inviting the youngest consumers to enjoy the health benefits of this new milk product.

Since the launch of the product, Nis Dairy has continued to expand its promotional activities for Robi milk, through a dedicated web portal (see the image at the left) and through the distribution of educational computer games. Within three months of product introduction, Robi milk product sales had reached more than \$100,000, establishing a firm foundation for continued growth in their market penetration. More importantly, this regional dairy has now achieved national recognition in Serbia, with the “Robi” brand of milk now being available in all of the major supermarket chains in the country.